

Macao Polytechnic Institute
School of Business
Bachelor of Business Administration in Marketing

Module Outline

Academic Year 2021 / 2022

Semester 2

Learning Module	Business to Business Marketing			Class Code:	MRKT0141 - 421
Pre-requisite(s):	Nil				
Medium of Instruction	English			Credits:	3
Lecture Hours	45 Hours	Lab/Practice Hours	0 Hour	Total Hours	45 Hours
Instructor	Dr. Margaret Tang Ngan Fung		E-mail	nftang@ipm.edu.mo	
Office	Room M525 Meng Tak Building		Telephone	85993326	

Module Description:

This module deals with marketing in business-to-business markets with emphasis on high technology businesses, including strategic marketing management, buyer behaviour and competitive analysis, sales management, new product management, and international issues.

Supplementary Information

This subject covers buyer behavior, inter-firm relationships and networks, marketing strategy, market segmentation, services for business markets, business marketing channels, relationship communication, relationship portfolios, managing product offerings, routes to market, and pricing strategy. It aims to offer an insight for business-to-business (B2B) marketing nowadays.

Learning Outcomes:

After completing the module, students will be able to:

1. Discuss the Business Marketing Environment and B2B marketing perspectives;
2. Understand the theories underpinning practices in B2B marketing;
3. Comprehend factors in relationship management strategies for Business Markets.;
4. Formulate and manage Business Marketing Mix Strategies
5. Evaluate Business Marketing Performances from the B2B marketing approaches.

Content:

Topics	Duration	
PART I:	THE ENVIRONMENT OF BUSINESS MARKETING.	
WK1 / Ch. 1	A Business Marketing Perspective 1.1. Business Marketing Management 1.2 Various stakeholders as Customers 1.3 A Creating the Customer Value Proposition 1.4 Government Units as Customers 1.5 Institutions as Customers	3 hrs
PART II:	MANAGING RELATIONSHIPS IN BUSINESS MARKETING	
WK2 / Ch. 2	Organizational Buying Behavior 2.1 The Organisational Buying Process 2.2 Environmental Forces 2.3 Organisaitonal Forces 2.4 Procurement Manager’s Toolkit	3 hrs
WK3 / Ch. 3	Customer Relationship Management Strategies for Business Markets 3.1 Relationship Marketing 3.2 Managing Buyer-Seller Relationship 3.3 Measuring Customer Profitability	3 hrs
PART III:	ASSESSING MARKET OPPORTUNITIY	
WK4 / Ch. 4	Segmenting the Business Market & Estimating Segment Demand 4.1 Business Market Segmentation Requirements and Benefits 4.2 Bases for Segmenting Business Market 4.3 The Segmentation process 4.4 Implementing a t Segmentation Strategy 4.5 Estimating Segment Demand	3 hrs
PART IV:	FORMULATING BUSINESS MARKETING STRATEGY	
WK5 / Ch. 5	Business Marketing Planning: Strategic Perspectives 5.1 Marketing’s Strategic Role 5.2 B2B Top Performers 5.3 The Components of a Business Model 5.4 Building the Strategy Plan	3 hrs
WK6 / Ch. 7	Managing Products for Business Markets 7.1 Building a strong B2B Brand	4 hrs

	7.2 Product Quality and Customer Value 7.3 Product Policy 7.4 Planning Industrial Product Strategy 7.5 The Technology Adoption Life Cycle - Interim Review & Revision	
WK7	Midterm WK1- 6 / Chapters 1 to 5	2 hrs
WK8	Workshop and assignments progress briefs	1 hr
WK8&9 / Ch. 9	Managing Services for Business Markets 9.1 Understanding the Full Customer Experience 9.2 Delivering Effective Customer Solutions 9.3 Business Service Marketing : Special Challenges 9.4 Service Quality ; Service Packages ; Hybrid Offerings	4 hrs
WK9&10 / Ch. 10	Managing Business Marketing Channels 10.1 Business Marketing Channel 10.2 Channel Design 10.3 Channel Administration	4 hrs
WK11/Ch. 12	Business Pricing Strategy 12.1 Pricing Process in Business Markets 12.2 Pricing across the Product Life Cycle 12.3 Responding to Price Attacks by Competitors	3 hrs
PART V:	EVALUATING BUSINESS MARKETING STRATEGY AND PERFORMANCE	
WK12 / Ch.15	Marketing Performance Measurement 15.1 A Strategy Map : Portrait of an Integrated Plan 15.2 Marketing Strategy: Allocating Resources 15.3 Control at Various Levels 15.4 Implementation of Business Marketing Strategy	3 hrs
WK13 /	Group Project and Presentation	3 hrs
WK14 /	Overall Revision	3 hrs
	Final Exam	3 hrs
	Total:	45 hrs

Teaching & Learning activities:

Lectures, videos, interactive participative discussions, class exercises, assignments, case studies, quizzes and tutorials. Digital-tools and media news are adopted to update the B2B global trends, contemporary cases and emerging issues.

Attendance:

Attendance requirements are governed by the Academic Regulations. Students who do not meet the attendance requirements for the course will not be permitted to sit the final / resit examination and shall be awarded an 'F' grade.

The Instructor highly encourages student's full attendance in order to maximize your learning opportunity.

Assessments:

I.	In-class engagements, exercises and pre-works	15%
II.	Group Assignments	25%
III.	Midterm Examination	20%
IV.	<u>Final Examination</u>	<u>40%</u>
	Total	100%

P.S. Late assignment submission is subject to 20% penalty. Please alert the MPI Cheating & Plagiarism policy at all times.

Plagiarism Policy:

It is student's responsibility to ensure that his/her assignment has been checked by *Turnitin* software, and the similarity score given by *Turnitin* software cannot be higher than 30%. However, a special case can be determined by the instructor.

Teaching Materials:

Textbook:

Michael D. Hutt; Thomas W. Speh, 2017, Business Marketing Management: B2B, 12th Edition, South-Western Cengage Learning ISBN-10: 1-133-18956-3, ISBN-13: 978-1-133-18956-3

References:

1. Ross Brennan, Louise Canning and Raymond McDowell, 2010, "Business-to-Business Marketing", 2nd edition, SAGE.
2. Nick Ellis, 2010, Business to Business Marketing - Relationships, networks and strategies, 978-0-19-955168-2 Oxford University Press. HF5415.1263 .E45 2011.
3. Robert P. Vitale, Joseph Giglierano and Waldemar Pfoertsch, 2011, "Business-to-Business Marketing: Analysis and Practice", Prentice Hall.
4. Geok Theng Lau, 2009, Business Marketing : An Asian Perspective, McGraw Hill Education
Bienmanns W G, 2010, Business-to-Business Marketing; A Value-Driven Approach McGraw-Hill,.

6. Social marketing to the business customer[electronic resource] :listen to your B2B market, generate major account leads, and build client relationships, Paul Gillin, Eric Schwartzman., Hoboken, N.J. :John Wiley & Sons, c2011.
7. Designing B2B brands :lessons from Deloitte and 195,000 brand managers, Carlos Martinez Onaindia, John Wiley & Sons, Inc., ISBN9781118457474.

Website:

<http://cengage.com>

www.sagepub.co.uk/brennan2e

<http://ukcatalogue.oup.com/product/9780199551682.do>

<http://global.oup.com/uk/orc/busecon/business/ellis/>

<http://ukcatalogue.oup.com/product/9780199551682.do> (31 pages)

Zhang, W. & Alon, I. (2010) *A Guide to the Top 100 companies in China*, World Scientific
[IB 9789814291477](http://www.worldscientific.com/9789814291477)

Marketing Plan reference link

<http://www.allbusiness.com/home-business-marketing-tools/16567886-1.html#axzz26QVMSb1p>

Supporting Readings and Journal Articles

Martin Goodman likes a discussion in B2B Asia Marketing, Advertising, PR & Social Media.

Two Decades Later: The Emerging B2B Market in China

Raymond Teh, Vice President, & Jane Cheng, Marketing Director, GXS Asia Pacific

http://www.gxsinsights.eu/1st_edition/global_business/0708_RaymondTeh.htm

B2B Strategies to Grow your Business *By Steve Keifer, VP of Industry Marketing, GXS*

http://www.gxsinsights.eu/1st_edition/global_business/0710_B2BStrategies_SteveKeifer.htm

B2B RESEARCH IN EMERGING MARKETS By John Sweeney, Client Director

<http://www.journals.elsevier.com/journal-of-business-research/call-for-papers/challenges-and-opportunities-for-marketers-in-the-emerging-m/>

Alignment of Program and Module Intended Learning Outcomes

PILOs	MILOs
1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	MILOs 1, 2 & 3
2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	MILO 3, 4 & 5
3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	MILO1, 2 & 5
4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.	MILO 1 & 4
5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.	MILO 3 & 5
6. Effective Communication Skills - Students are able to communicate and present ideas effectively.	MILO 4 & 5
7. Critical Thinking - Students are able to apply self-understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	MILOs 3 & 4
8. Intercultural Competence - Students are competent to associate in a diversified social and global community.	MILOs 2 & 3